WWW.IJRPR.COM

International Journal of Research Publication and Reviews

Journal Homepage: www.ijrpr.com ISSN 2582-7421

Customer Preferences and Tastes According to Age

A Study of Age-Based Differences in Consumer Preferences, Product Choices and Buying Behaviour

B. Rithvik, Dr. Prasanna Kumar*

Student, *Research Guide
India

ABSTRACT

This study examines the relationship between customer age and preferences, tastes, product choices and buying behaviour. It considers product quality, price, brand reputation, advertising, online reviews, convenience, design, shopping channels and personal taste. The report uses questionnaire-based responses and presents charts for the survey questions. The available report contains approximately 12–13 valid responses per question and does not provide complete age-wise statistical comparisons. Therefore, the results are exploratory and cannot establish statistically significant differences between age groups. Further research with a larger, more representative sample and appropriate statistical tests is recommended.

KEYWORDS: Customer preferences, age groups, consumer behaviour, product choice, brand preference, price sensitivity, shopping channels, purchase intention.

1. INTRODUCTION

Customer preference refers to the choices consumers make among products, services, brands, features, prices, channels and experiences. These preferences are not identical across all consumers. Age can be an important demographic variable because consumers at different stages of life may differ in their needs, experiences, purchasing power, information use and consumption priorities.

The present study focuses on whether and how customer preferences and tastes vary across age groups. For example, younger consumers may place greater emphasis on convenience, digital experiences, trends and novelty, while older consumers may give relatively greater importance to reliability, familiarity, quality, value and ease of use. These are research expectations rather than assumptions that every individual in an age group behaves in the same way.

Understanding age-related differences can help businesses segment markets, design suitable products, select communication channels and improve customer satisfaction. Research also indicates that age should not be treated as the only explanation of consumer behaviour: psychological age, social factors, life circumstances and consumer experience can also influence preferences.

■cite■turn0search0■turn0search9■

Study focus	Relationship between customer age and customer preferences/tastes
Key independent variable	Age group
Key dependent variables	Product preference, brand preference, price sensitivity, shopping channel, quality/convenience preference and purchase intention

2. CONCEPTUAL FRAMEWORK

The conceptual framework proposes that age group influences several dimensions of customer preference life style, technology familiarity, family situation and previous product and taste. The relationship may also be shaped by personal and contextual factors such as income, life experience.

STATIST ICAL EVIDENCE FROM REVIEWED LITERATURE

• 128 quantitative studies were included in the systematic review by Zniva & Weitzl (2017), showing substantial research on age and older-consumer behaviour.

• 46 studies published during 2014–2023 were covered in Zheng (2024)'s systematic review of ageing and consumer behaviour.

• For the proposed study, categorical variables can be examined using cross-tabulation / Chi-square; suitable scale variables can be tested using t-test or ANOVA, with correlation/regression where appropriate.

YSoouurcnegbaasdisu:ltlister a M turiedrdelveie-awgedeidn this BIRnMcopmropeos•a Ll;iffiegusrteyslear•e Tliteercahtunreolcoogunyts, not Psurorvdeuy cretsul Btsr.and • Price • Quality •

INTERVENING / CONTEXTUAL CUSTOMER PREFERENCES &

Age Group	Factors	Taste
adults • Older adults	familiarity • Family/life stage •Experience	Convenience • Shopping channel • Purchase intention

Proposed relationship

Age Group □ Differences in Consumer Needs / Motivations □ Customer Preferences and Tastes □

Purchase Behaviour / Intention

Variables for the proposed study

- Independent variable: Age group.
- Dependent variables: product choice, brand choice, price sensitivity, quality preference, convenience preference, preferred shopping channel and purchase intention.
- Contextual variables: income, lifestyle, technology familiarity, family/life stage and previous consumer experience.

The framework is consistent with consumer-behaviour literature showing that age-related differences can affect motivations, information processing and marketplace behaviour, while also emphasizing that chronological age alone does not fully explain consumer heterogeneity. ■cite■turn0search0■turn0search7■

RESEARCH GAP

Existing literature discusses ageing and consumer behaviour, but age alone does not fully explain customer preferences. Preferences may also be shaped by income, lifestyle, family circumstances, technology familiarity and previous experience. The present study examines several preference dimensions together. The available survey report has only about 12–13 valid responses per question and does not provide complete age-wise statistical comparisons. This limits the ability to confirm whether observed differences between age groups are statistically significant.

3. RESEARCH OBJECTIVES

General Objective

To examine the relationship between age and customer preferences and tastes, and to identify how different age groups vary in their product, brand, price, quality, convenience and shopping-channel preferences.

Specific Objectives

1. To identify the major preferences and tastes of customers across different age groups.
2. To examine whether age is associated with differences in product and brand preferences.
3. To analyse differences in price sensitivity and perceived importance of value among age groups.
4. To compare preferences for quality, convenience and shopping channels across age groups.
5. To examine whether age is associated with customers' purchase intention and buying behaviour.
6. To assess whether contextual factors such as lifestyle, income, technology familiarity and consumer experience help explain differences between age groups.

Research Questions

RQ1: Do customer preferences and tastes differ significantly across age groups? RQ2: Is age significantly associated with product and brand preference?

RQ3: Does price sensitivity differ among different age groups?

RQ4: Do customers of different ages differ in their preference for online versus offline shopping? RQ5: Which preference dimensions show the strongest relationship with age?

4. RESEARCH HYPOTHESES

The hypotheses below are formulated as testable statements. They should be evaluated using the data collected from respondents; the proposed direction should not be treated as a confirmed result before analysis.

Code	Hypothesis
H1	There is a significant association between customer age and overall customer preferences and tastes.
H2	There is a significant difference in product preferences among different age groups.
H3	There is a significant difference in brand preferences among different age groups.
H4	There is a significant difference in price sensitivity among different age groups.
H5	There is a significant difference in preferred shopping channels (online/offline) among different age groups.
H6	There is a significant difference in purchase intention across different age groups.

Null hypotheses

For statistical testing, corresponding null hypotheses (H0) can state that there is no significant association or difference between age group and each specified preference dimension. The appropriate statistical test may be selected based on the measurement scale and study design.

Suggested analysis: Cross-tabulation/Chi-square for categorical variables; t-test or ANOVA for suitable scale variables; and correlation or regression where the measurement and assumptions support those methods.

5. REVIEW OF LITERATURE

1. **Zniva & Weitzl (2017) — Aging and consumer behaviour**

A systematic review of 128 quantitative studies found that chronological age was the dominant measure used in research on older consumer behaviour. The review also reported age-related changes in motivations and marketplace behaviour, while highlighting inconsistencies that suggest chronological age alone cannot capture the complexity of consumer ageing. ■cite■turn0search0■

2. **Yoon et al. (2009) — Consumer decision making and aging**

The authors proposed a conceptual framework in which consumer decision making depends on the fit between individual characteristics, task demands and the context. When the fit is high, experience and knowledge can help consumers compensate for age-related changes; when the fit is low, decision processes may require adaptation. ■cite■turn0search7■

3. **Holbrook & Schindler (1996) — Age, nostalgia and customer tastes**

Their research connected age and attitudes toward the past with preferences for cultural products. The findings suggest that nostalgia can contribute to age-related preference patterns, providing a useful basis for understanding why tastes for certain products or entertainment may vary with age.

■cite■turn0search5■turn0search6■

4. **Zheng (2024) — Impact of aging on consumer behaviour**

A systematic review of 46 studies published from 2014–2023 found strong research interest in ageing and consumer behaviour. The review identified psychological and individual-related factors as prominent antecedents and noted frequent use of questionnaires, regression and structural equation modelling. It also highlighted research gaps and the need to understand consumer behaviour in an ageing society.

■cite■turn0search1■turn0search2■

5. **Yoon & Cole (recent review on social and cultural influences)**

Recent review work emphasizes that economic status, cognitive functions and socioemotional needs can change with age and influence consumer decision making. This supports a broader approach in which age is studied alongside social and individual factors rather than treated as a complete explanation of preference. ■cite■turn0search4■

Literature gap and relevance to the present study: Existing research strongly supports examining age-related consumer behaviour, but it also indicates that age is multidimensional and that consumer differences can be influenced by context and individual characteristics. The proposed study therefore examines multiple preference dimensions rather than a single product category.

Key references: Zniva, R., & Weitzl, W. (2017). *Management Review Quarterly*, 66, 267–297. DOI: 10.1007/s11301-016-0121-z. | Yoon, C. et al. (2009). *Journal of Consumer Psychology*, 19(1), 2–16. DOI: 10.1016/j.jcps.2008.12.002. | Holbrook, M. B., & Schindler, R. M. (1996). Journal of Business Research, 37(1), 27–39. DOI: 10.1016/0148-2963(96)00023-9. | Zheng, Z. (2024). International Journal of Consumer Studies, 48(6), e70000. DOI: 10.1111/ijcs.70000.

6. RESEARCH METHODOLOGY

Research design: The report follows a questionnaire-based, exploratory study of customer preferences and tastes across age groups.

Sample design: The report shows approximately 12–13 valid responses for each question. The sampling technique and full respondent profile are not specified in the available report and should be added by the researcher if known.

Data collection: Primary data were collected through a questionnaire prepared for the study. The responses are presented in the report as pie charts and graphs.

Questionnaire preparation: The questionnaire contains questions about age, gender, marital status, purchase frequency, product preference factors, quality, product type, shopping channel, product comparison, advertising, design, online reviews, opinions, trying new brands, convenience, brand reputation, personal taste, willingness to pay and the perceived influence of age.

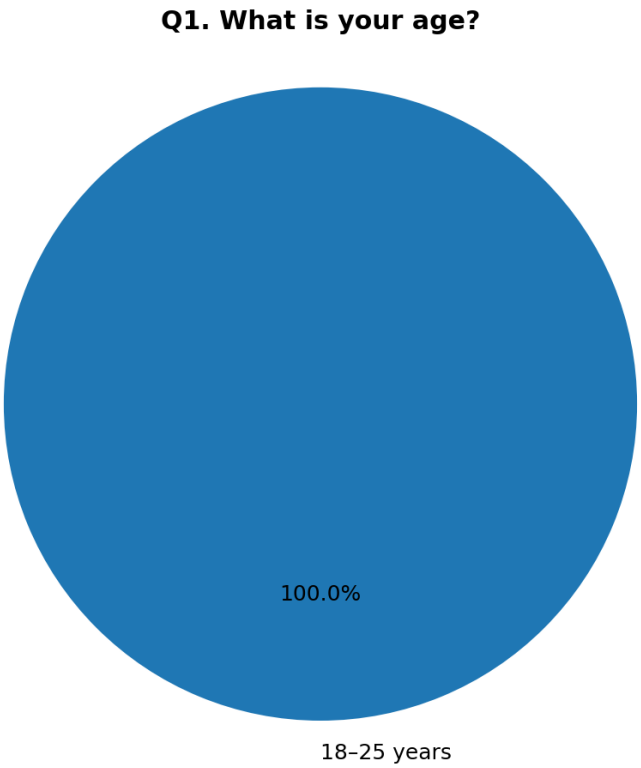
Data analysis: The report presents charts for the survey questions. The number of valid responses varies by question (approximately 12–13). The report recommends cross-tabulation/Chi-square for categorical variables and t-test or ANOVA for suitable scale variables, where assumptions are met.

7. BRM DATA ANALYSIS – PIE CHARTS AND GRAPHS

Based on 13 survey responses

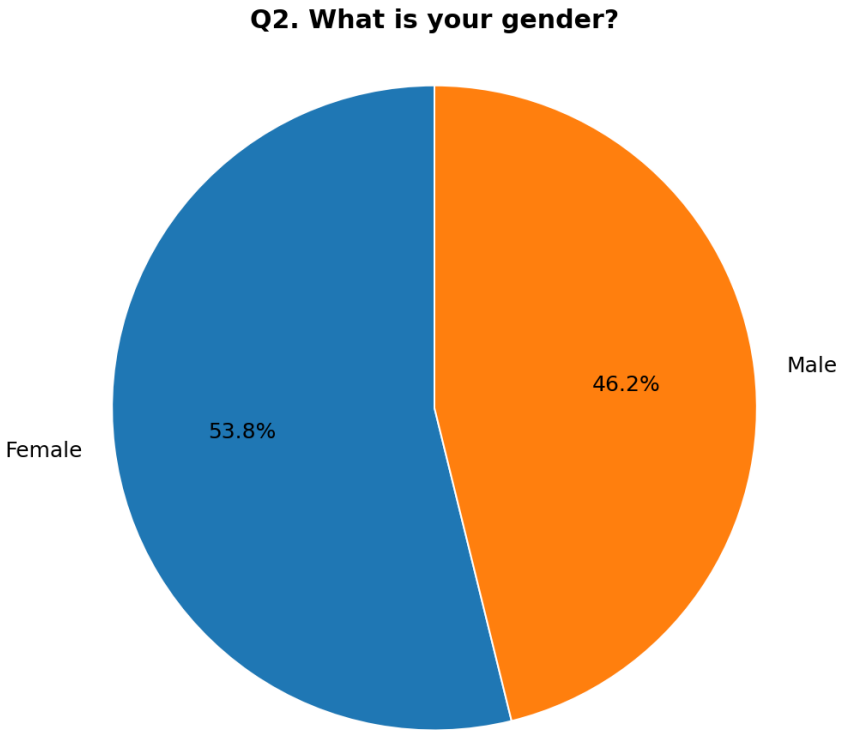
Note: Charts are generated from the uploaded BRM survey workbook. Pie charts show response composition, while bar graphs show ordered/rating-style responses.

Q1. 1.What is your age?



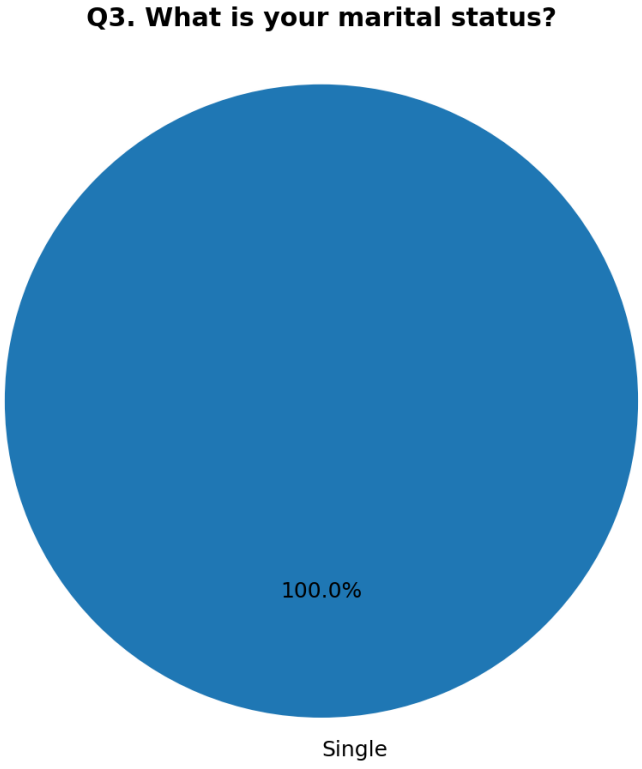
Total valid responses: 13

Q2. What is your gender?



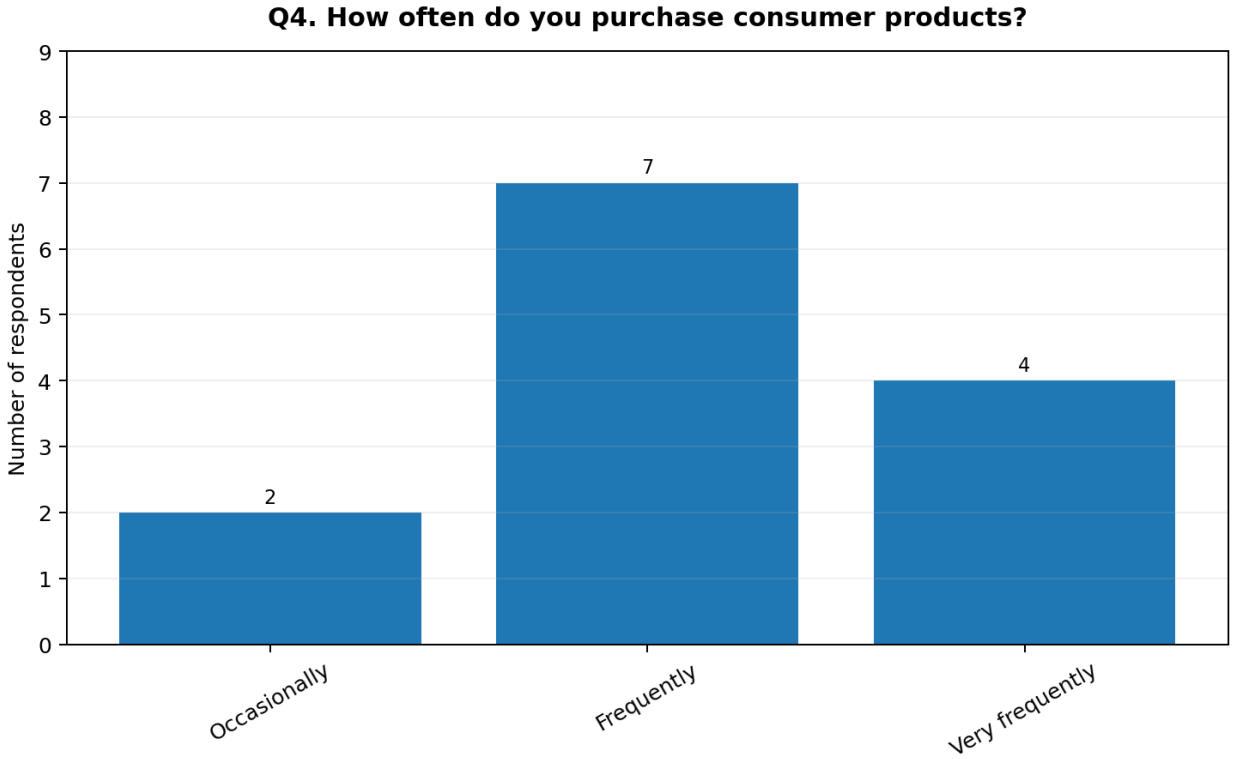
Total valid responses: 13

Q3. 3. What is your marital status?



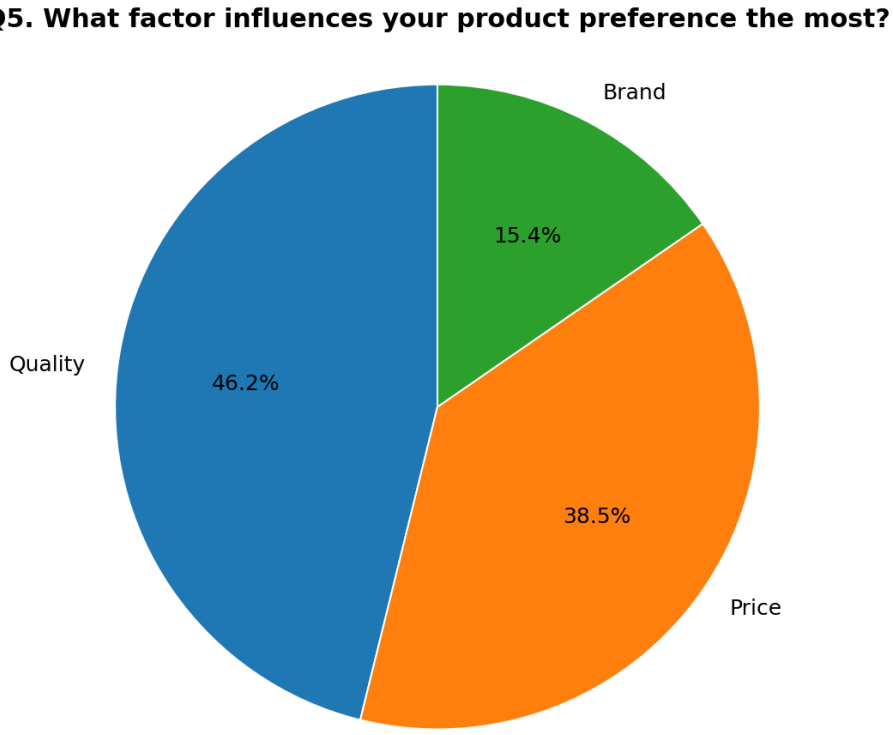
Total valid responses: 13

Q4. 4. How often do you purchase consumer products?



Total valid responses: 13

Q5. 5. What factor influences your product preference the most?



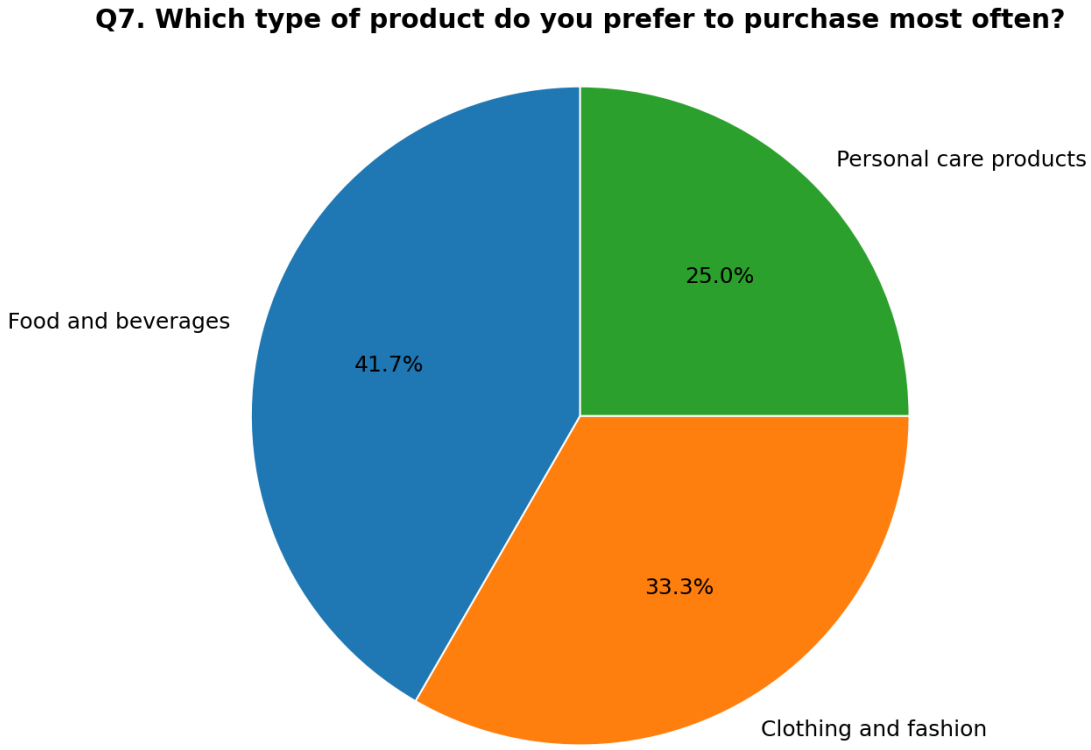
Total valid responses: 13

Q6. How much does product quality influence your purchase decision?



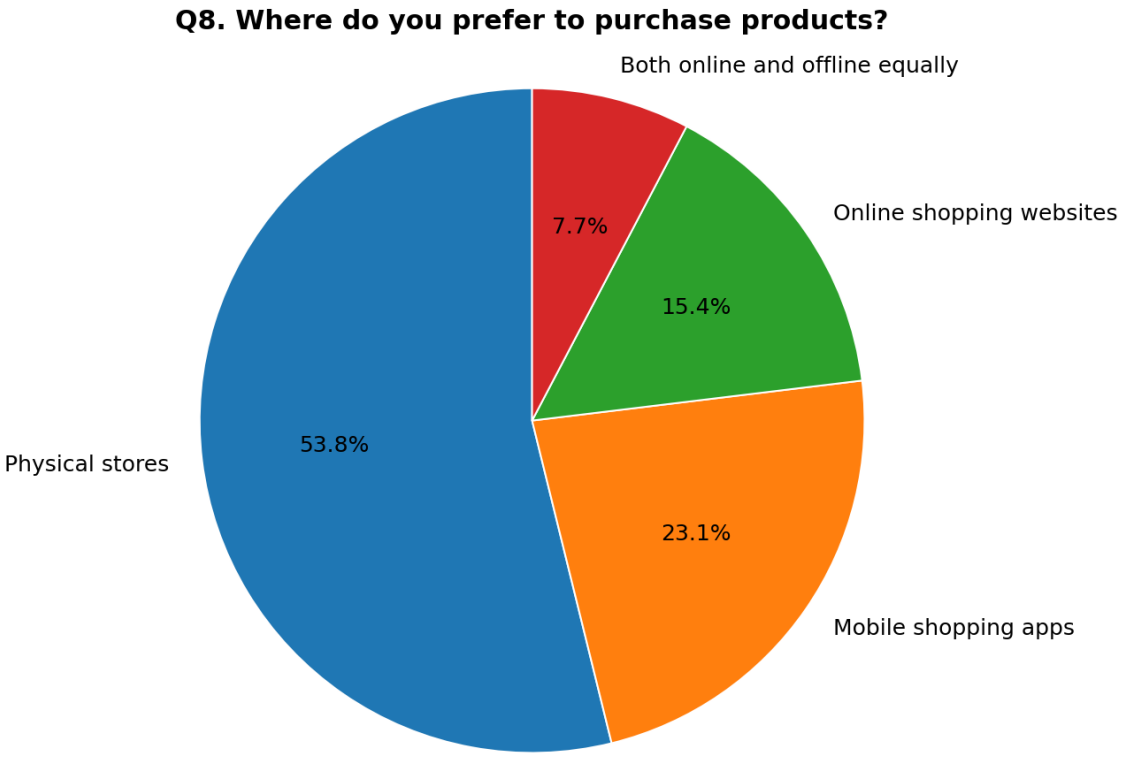
Total valid responses: 13

Q7. Which type of product do you prefer to purchase most often?



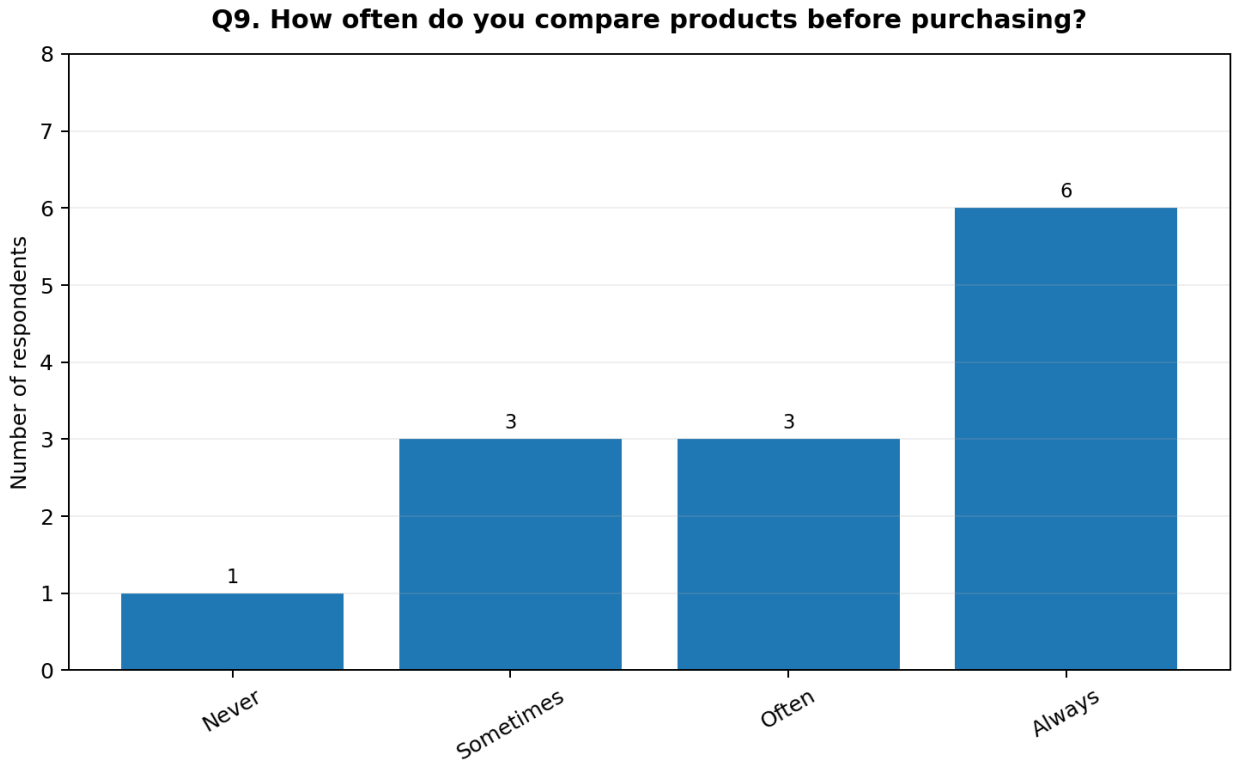
Total valid responses: 12

Q8. Where do you prefer to purchase products?



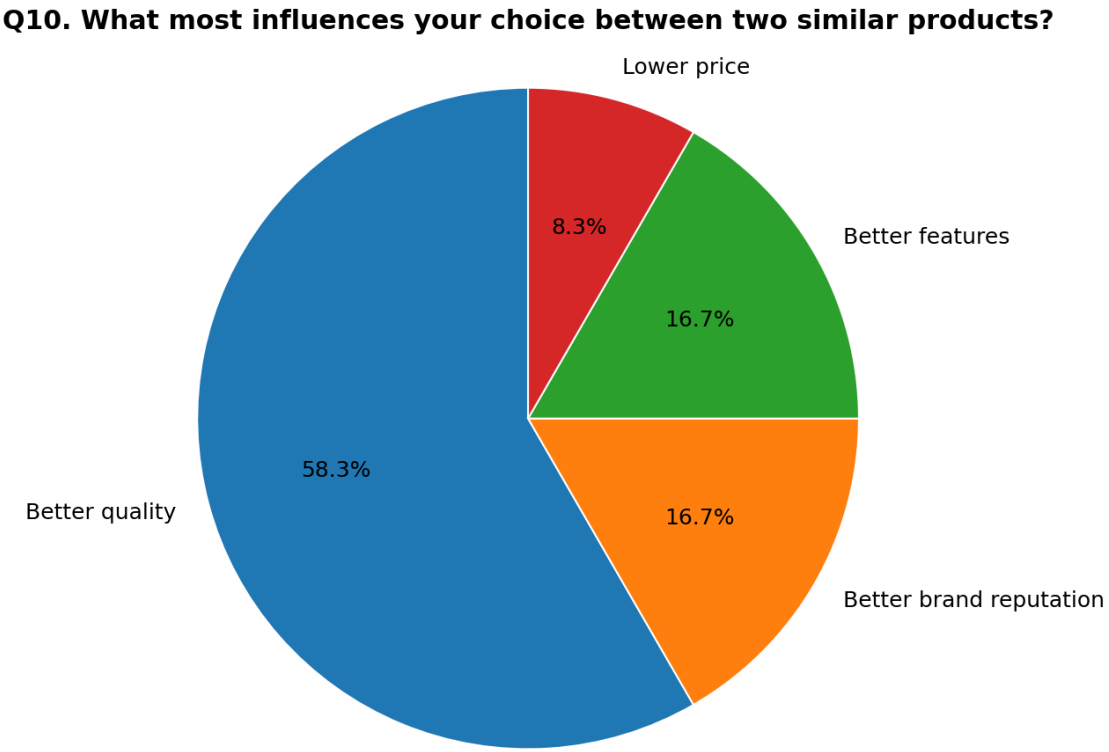
Total valid responses: 13

Q9. How often do you compare products before purchasing?



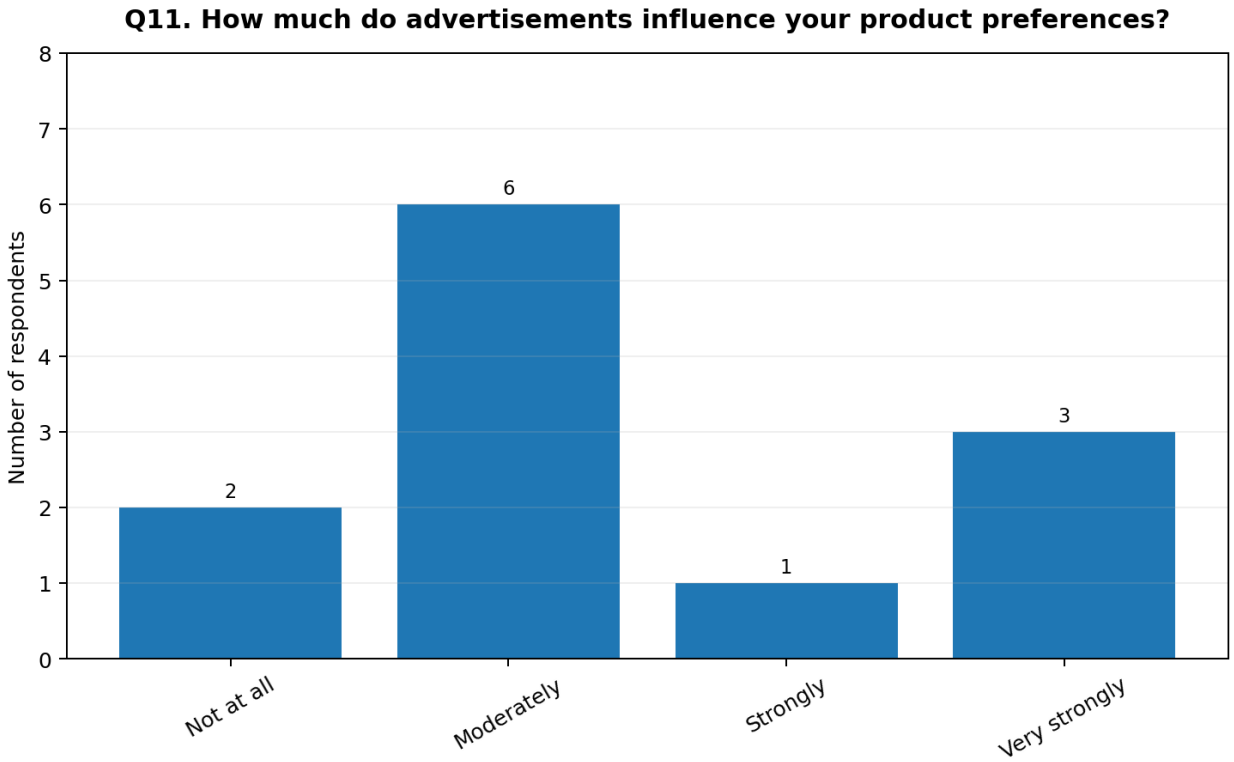
Total valid responses: 13

Q10. What most influences your choice between two similar products?



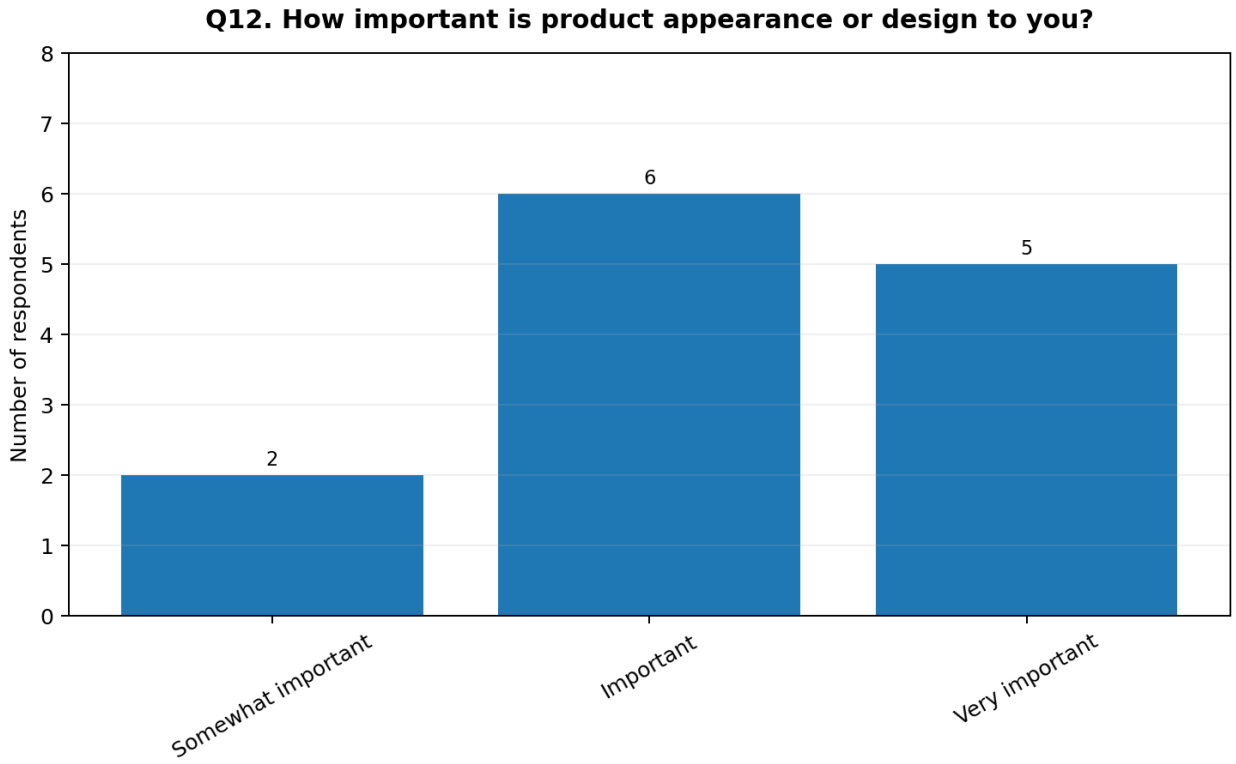
Total valid responses: 12

Q11. How much do advertisements influence your product preferences?



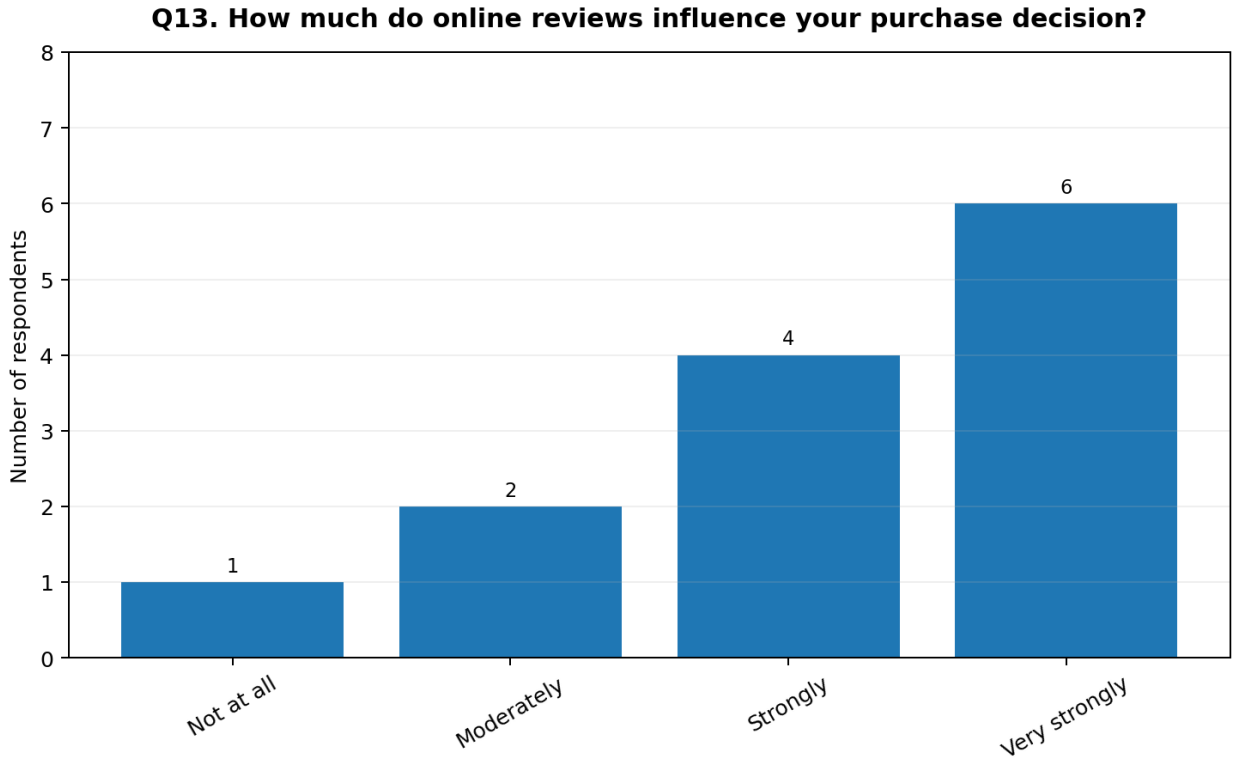
Total valid responses: 12

Q12. How important is product appearance or design to you?



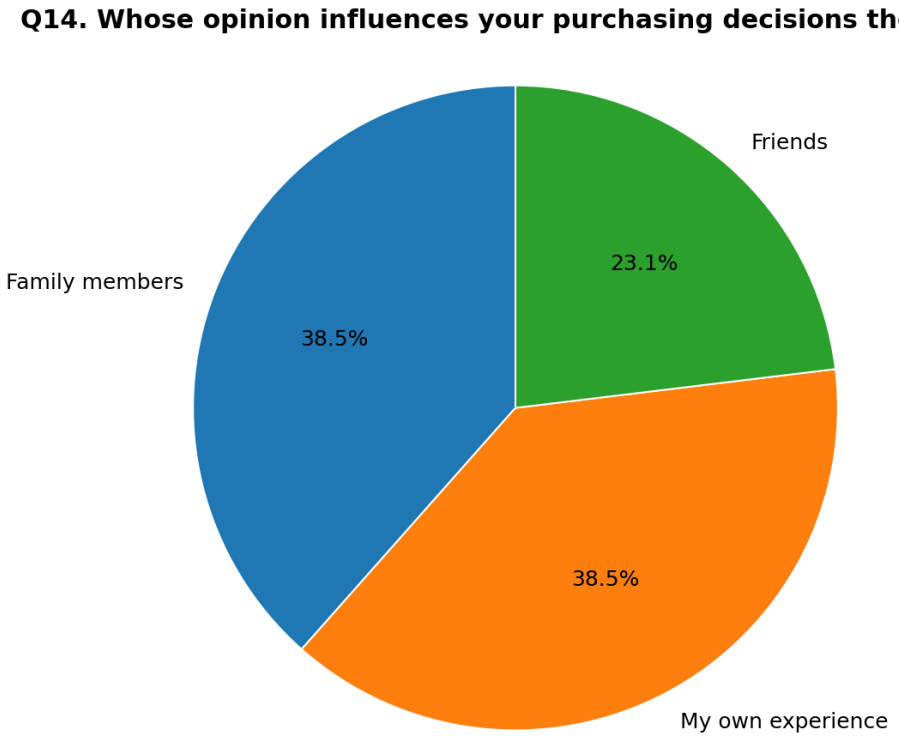
Total valid responses: 13

Q13. How much do online reviews influence your purchase decision?



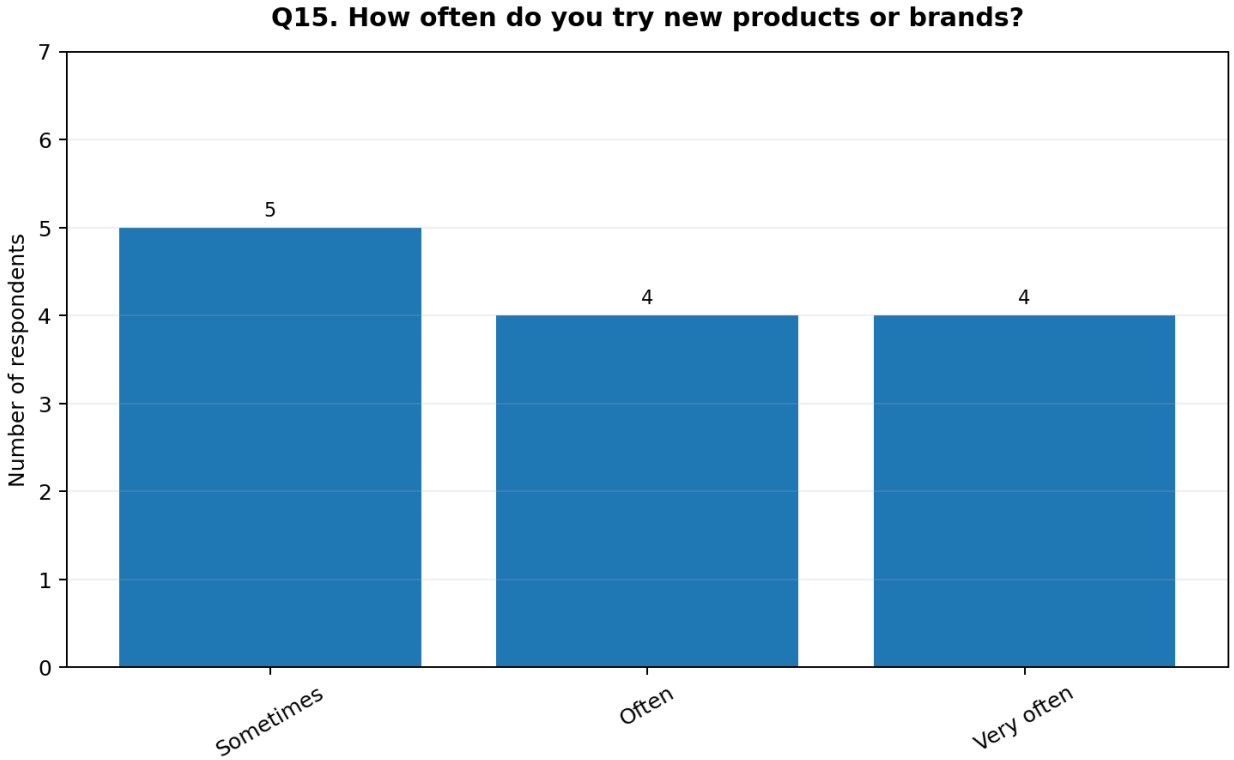
Total valid responses: 13

Q14. Whose opinion influences your purchasing decisions the most?



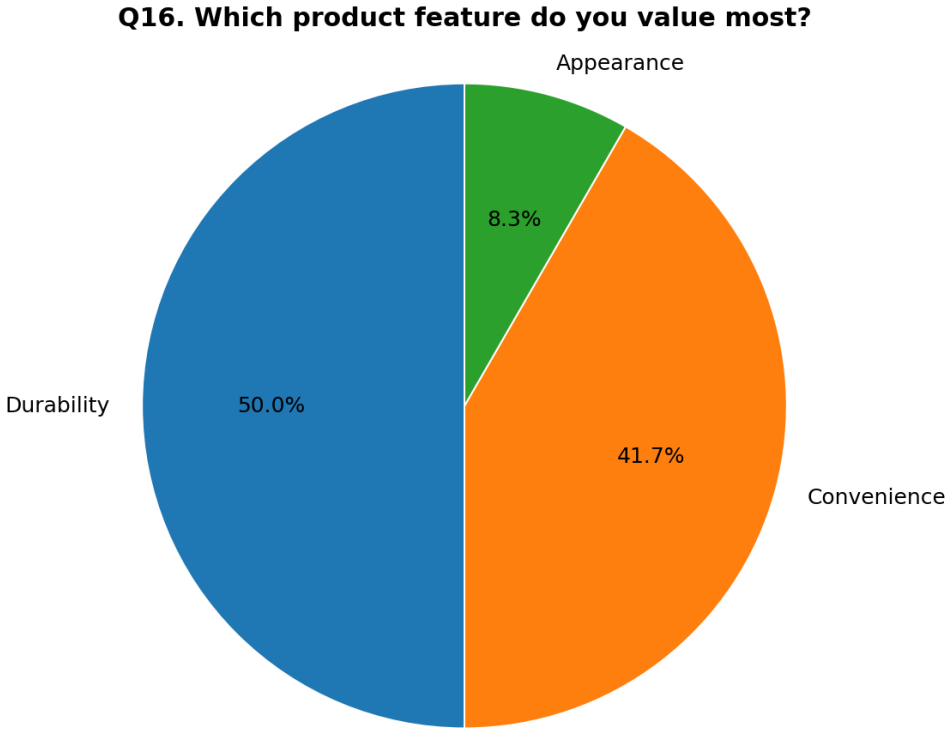
Total valid responses: 13

Q15. How often do you try new products or brands?



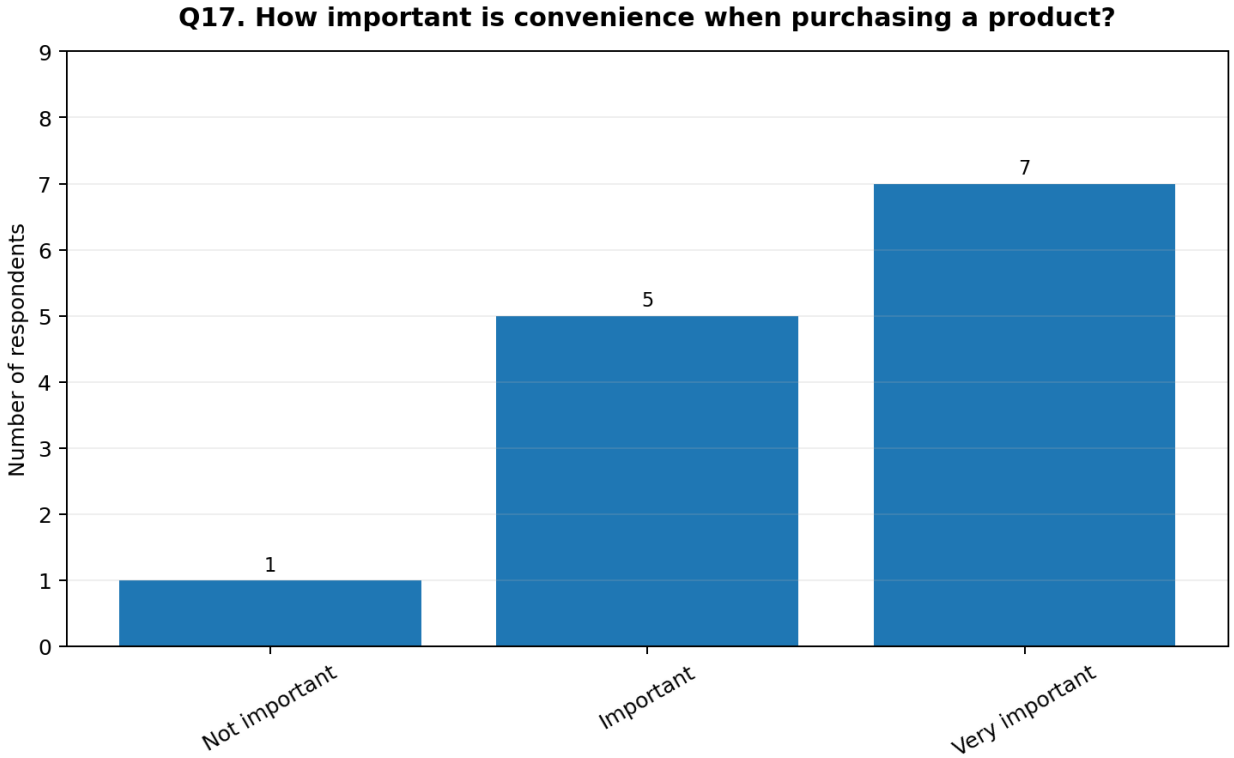
Total valid responses: 13

Q16. Which product feature do you value most?



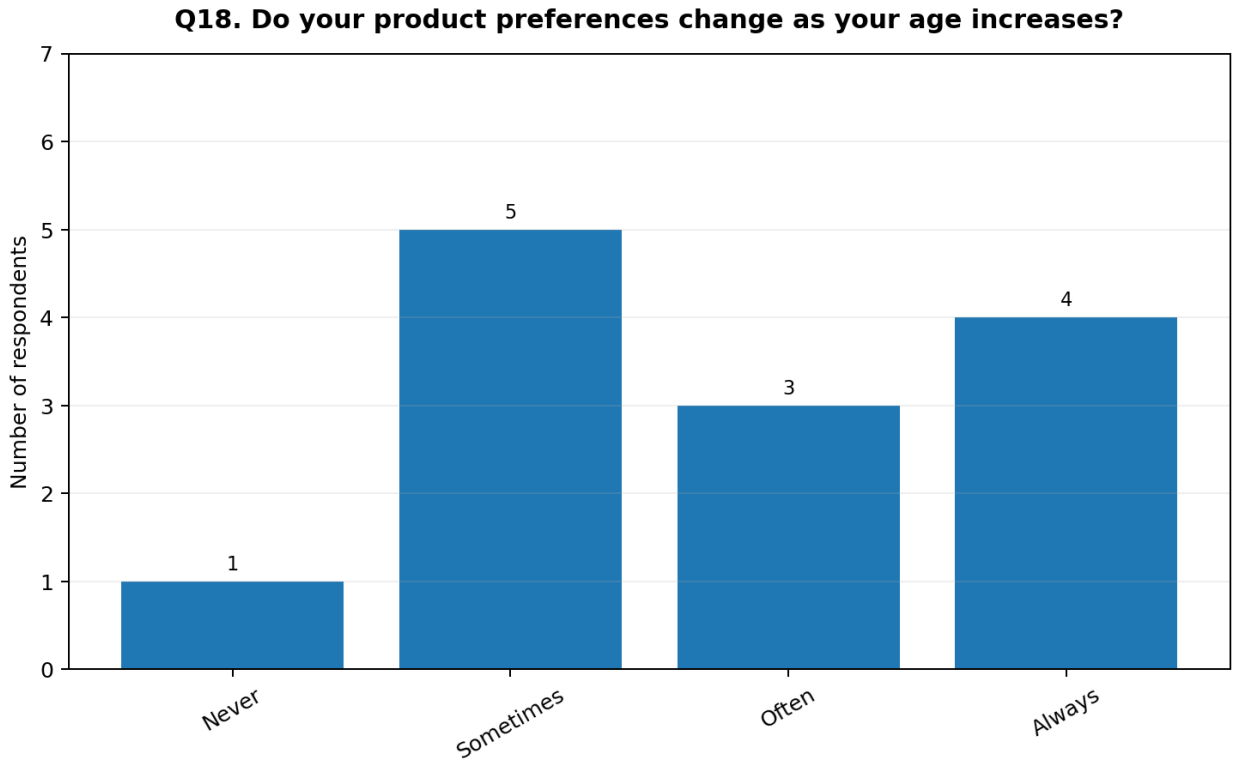
Total valid responses: 12

Q17. How important is convenience when purchasing a product?



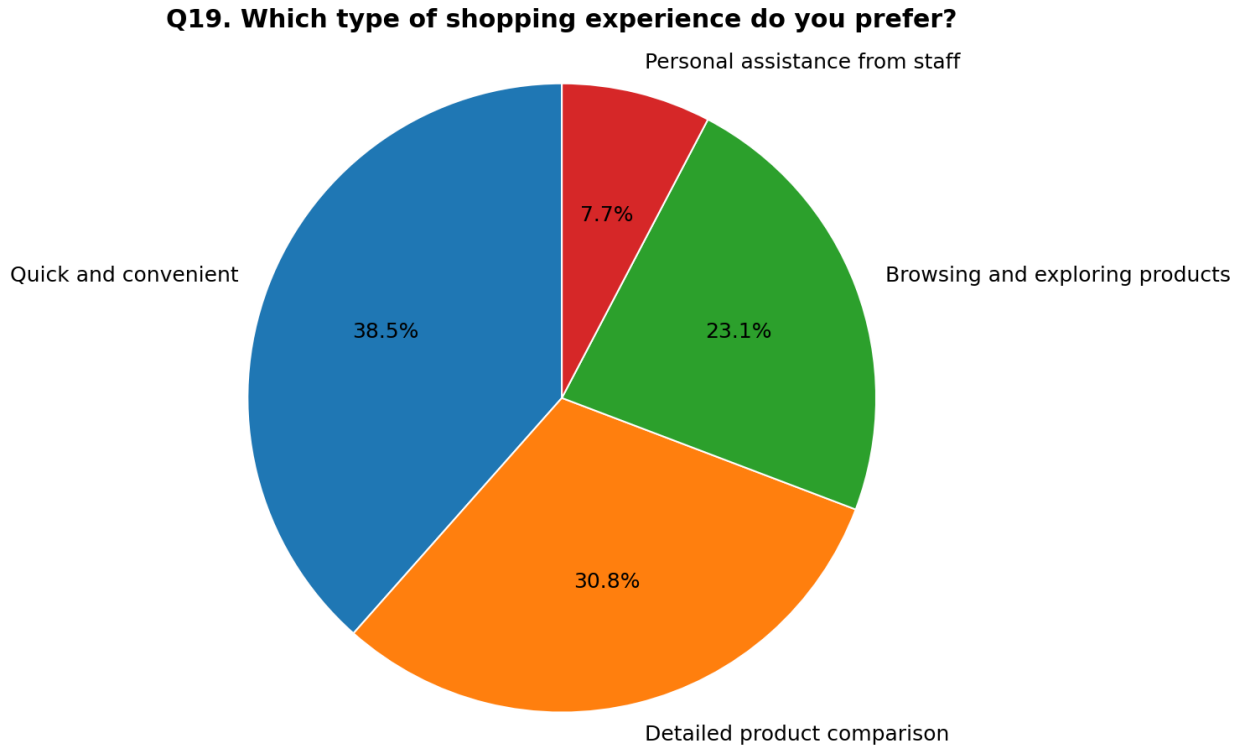
Total valid responses: 13

Q18. Do your product preferences change as your age increases?



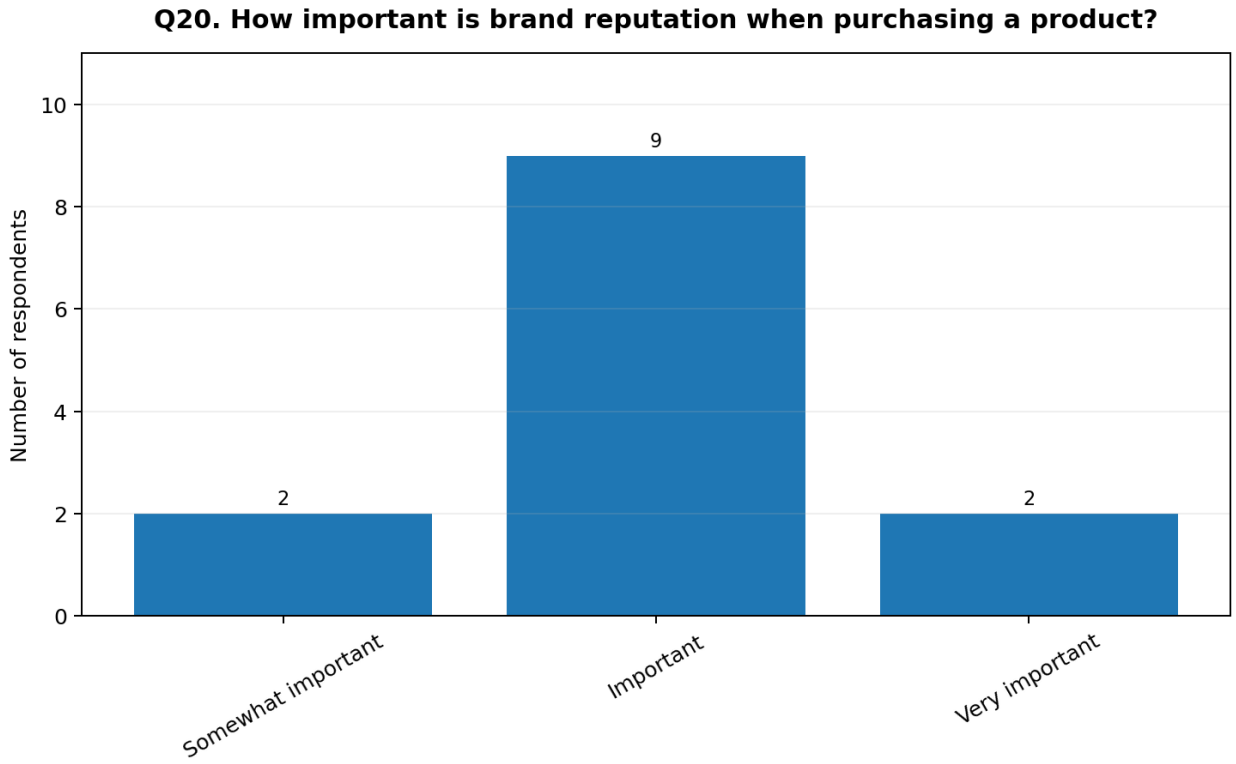
Total valid responses: 13

Q19. Which type of shopping experience do you prefer?



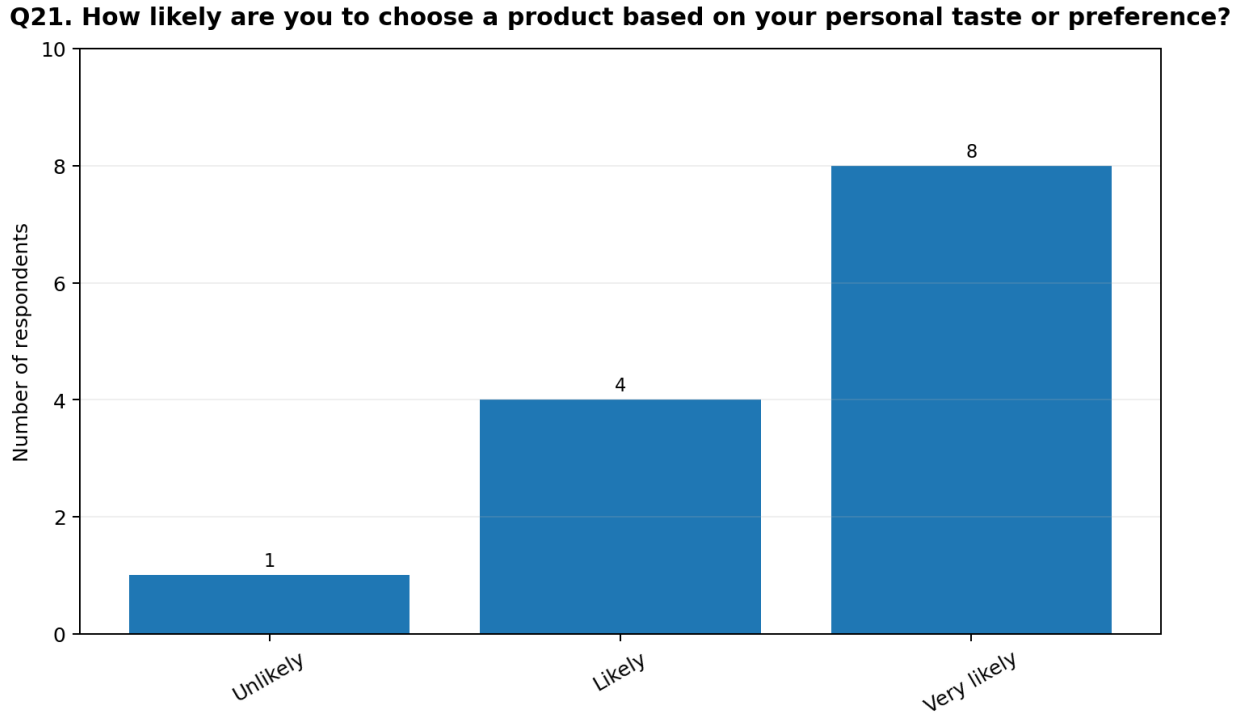
Total valid responses: 13

Q20. How important is brand reputation when purchasing a product?



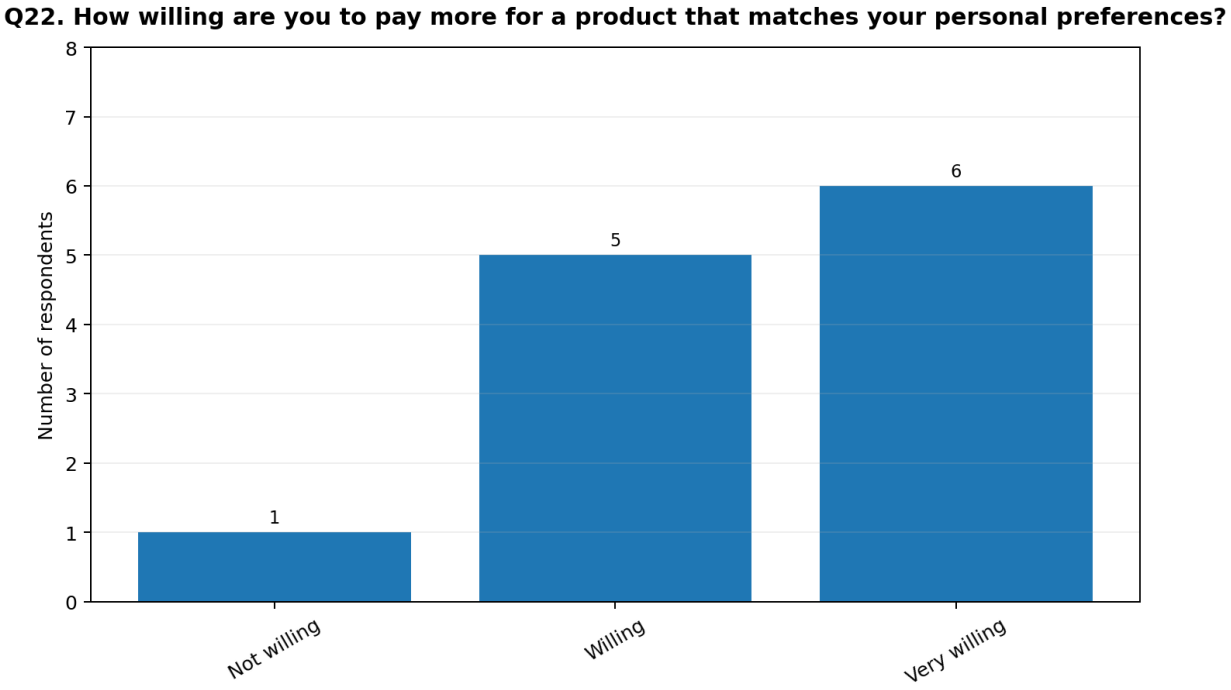
Total valid responses: 13

Q21. How likely are you to choose a product based on your personal taste or preference?



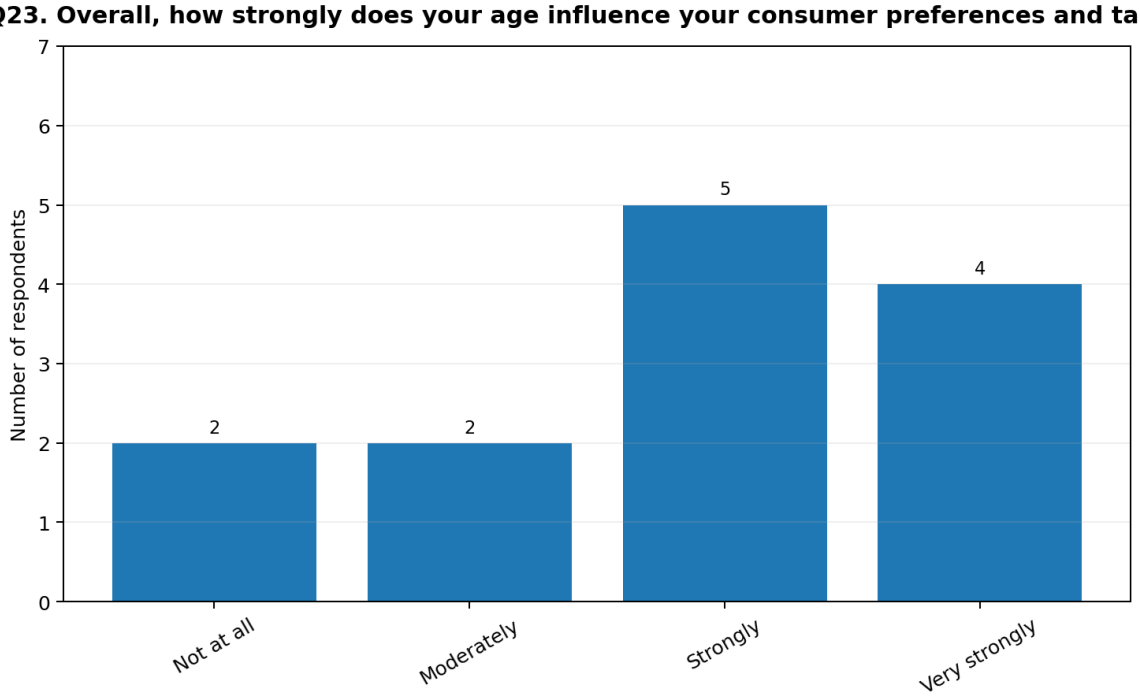
Total valid responses: 13

Q22. How willing are you to pay more for a product that matches your personal preferences?



Total valid responses: 12

Q23. Overall, how strongly does your age influence your consumer preferences and tastes?



Total valid responses: 13

INTERPRETATIONS

The charts describe responses to questions about product choice, quality, price, advertising, online reviews, design, convenience and shopping experience. These results help identify the factors included in customer decision-making. However, the available report does not provide a complete numerical breakdown by age group or inferential test results. Consequently, the charts should be interpreted descriptively, and no claim of a statistically significant age-group difference should be made.

6. FINDINGS

1. Age is a useful demographic factor for examining customer preferences and tastes. The study explores whether preferences vary among different age groups.

2. Product quality is one of the important factors to consider when studying customer purchase decisions.

3. Price and value for money may affect how customers compare products and decide what to buy.

4. Brand reputation can influence customer confidence and choice between similar products.

5. Advertisements can introduce products to customers and may affect their preferences.

6. Online reviews provide information about products and may influence purchase decisions.

7. Customers may prefer online or offline shopping based on convenience, personal needs and their shopping experience.

8. Product appearance and design may influence customer choice when comparing alternatives.

9. Convenience is another factor that may shape product selection and the preferred shopping channel.

10. Customer preferences may change with age, experience, income, lifestyle and family circumstances.

11. Personal taste and individual interests can influence product choice and willingness to pay more for a preferred product.

12. Age should not be treated as the only explanation of consumer behaviour because individual and contextual factors also matter.

Data note: The report shows approximately 12–13 valid responses for each question. The extracted report does not provide a complete numerical breakdown by age group; therefore, these findings describe the study topics and cautious interpretations, not confirmed statistical differences. A larger sample and suitable tests would be needed to establish statistical significance.

7. SUGGESTIONS

13. Businesses should study the needs and preferences of younger, middle-aged and older customers instead of assuming that all customers behave alike.

14. Companies should maintain consistent product quality to build trust and customer satisfaction.

15. Businesses should offer competitive prices and communicate the value customers receive.

16. Product design, size, features and usability should be developed with different customer needs in mind.

17. Companies should build brand reputation through reliable products, honest communication and good customer service.

18. Businesses should use suitable advertising channels and messages to reach their intended customer groups.

19. Companies should encourage genuine customer feedback and respond constructively to reviews and complaints.

20. Where practical, businesses should provide convenient online and offline purchasing options.

21. Businesses can offer product variations or personalised options to meet different tastes and requirements.

22. Regular customer surveys should be conducted to identify changing preferences and improve products and services.

23. Along with age, businesses should consider income, lifestyle, family situation, technology familiarity and previous experience.

24. After-sales service and long-term customer relationships should be prioritised to improve satisfaction and loyalty.

8. CONCLUSION

The study titled “Customer Preferences and Tastes According to Age” examines the relationship between age and consumer preferences, product choices and buying behaviour. It considers factors such as product quality, price, brand reputation, advertising, online reviews, convenience, design and personal taste.

Age can help businesses understand differences in customer needs and preferences. However, consumer behaviour is also shaped by income, lifestyle, family circumstances, personal experience and individual interests. Businesses should therefore avoid making decisions based only on age.

The study highlights the value of understanding customers when planning market segmentation, product development, promotion and customer service. Businesses that listen to customer needs can make more suitable marketing decisions and work toward improved customer satisfaction.

As the available survey contains only about 12–13 responses per question and the report does not show full age-wise statistical comparisons, the results should be treated as exploratory. Further research with a larger and more representative sample, followed by suitable statistical tests, is recommended before concluding that differences between age groups are statistically significant.

9. REFERENCES

1. Zniva, R., & Weitzl, W. (2017). Research on ageing and consumer behaviour. Management Review Quarterly, 66, 267–297. https://doi.org/10.1007/s11301-016-0121-z

2. Yoon, C., Cole, C. A., & Lee, M. P. (2009). Consumer decision making and aging: Current knowledge and future directions. Journal of Consumer Psychology, 19(1), 2–16. https://doi.org/10.1016/j.jcps.2008.12.002

3. Holbrook, M. B., & Schindler, R. M. (1996). Market segmentation based on age and attitudes toward the past: Concepts, methods, and findings concerning nostalgic influences on consumer tastes. Journal of Business Research, 37(1), 27–39. https://doi.org/10.1016/0148-2963(96)00023-9

4. Zheng, Z. (2024). Impact of aging on consumer behaviour. International Journal of Consumer Studies, 48(6), e70000. https://doi.org/10.1111/ijcs.70000

5. Primary data: Responses collected through the questionnaire prepared for the present study and presented in the BRM report.

ANNEXURES

Annexure A: Questionnaire topics

The questionnaire topics shown in the report are: (1) age; (2) gender; (3) marital status; (4) frequency of purchasing consumer products; (5) main factor influencing product preference; (6) influence of product quality; (7) preferred product type; (8) preferred place to purchase; (9) frequency of comparing products; (10) factor influencing choice between similar products; (11) influence of advertisements; (12) importance of product appearance/design; (13) influence of online reviews; (14) opinion influencing purchase decisions; (15) trying new products or brands; (16) most valued product feature; (17) importance of convenience; (18) whether preferences change with age; (19) preferred shopping experience; (20) importance of brand reputation; (21) choosing based on personal taste; (22) willingness to pay more for a preferred product; and (23) perceived influence of age on preferences and tastes.

Reference verification note: Check the full bibliographic details against the original publications before final submission.